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TRANSMITTAL LETTER

ASSISTANT COMMISSIONER FOR PATENTS
WASHINGTON, D.C. 20231

RE: Attorney Docket No.: CAT/34-SCRO-CCP
Application Serial No.: 09/505,632
Filed: 02/16/00
Title: SYSTEM AND METHOD FOR DISTRIBUTING
INFORMATION THROUGH COOPERATIVE
COMMUNICATION NETWORK SITES
Inventor: MICHAEL C. SCROGGIE, et al.
Group Art Unit: 2163
Examiner: AKIKA ROBINSON-BOYCE

SIR:

Attached hereto for filing are the following papers:

37 CFR 41.37 APPEAL BRIEF (39 pages)

The Commissioner is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account Number 50-2106.

31518

PATENT TRADEMARK OFFICE

Date

22 March 2005



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TRANSMITTAL LETTER

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MAR 21 2005

NEIFELD DOCKET NO: CAT/34-SCRO-CCP

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF:

CONFIRMATION NO. 5917

MICHAEL C. SCROGGIE ET AL.

US APPLICATION NO: 09/505,632

FILING DATE: February 16, 2000

GROUP ART UNIT: 3623

EXAMINER: ROBINSON-BOYCE, A.

TITLE: System and Method for Distributing Information Through Cooperative Communication
Network Sites

37 CFR 41.37 APPEAL BRIEF

BOX STOP APPEAL BRIEF - PATENTS

COMMISSIONER FOR PATENTS

P.O. BOX 1450

ALEXANDRIA, VA 22313-1450

Sir:

This is an appeal from the non-final rejection mailed October 24, 2004. A Notice of Appeal was timely filed January 19, 2005. The claims on appeal are set forth in the Appendix.

TABLE OF CONTENTS

I.	37 CFR 41.37(a)	<u>-5-</u>
II.	37 CFR 41.37(b)	<u>-5-</u>
III.	37 CFR 41.37(c)(1)(i) Real party in interest	<u>-5-</u>
IV.	37 CFR 41.37(c)(1)(ii) Related appeals and interferences	<u>-5-</u>
V.	37 CFR 41.37(c)(1) (iii) Status of claims	<u>-5-</u>
VI.	37 CFR 41.37(c)(1) (iv) Status of amendments	<u>-5-</u>
VII.	37 CFR 41.37(c)(1)(v) Summary of claimed subject matter	<u>-5-</u>
VIII.	37 CFR 41.37(c)(1)(vi) Grounds for rejection to be reviewed on appeal	<u>-10-</u>
IX.	37 CFR 41.37(c)(1)(vii) Argument	<u>-10-</u>
A.	The Rejections Under 35 USC 112 of Claims 50 and 51	<u>-10-</u>
B.	The Rejections Under 35 USC 102(e) of Claims 24-26, 28, 30, 36-38, 40, 42, and 48-51 as Being Anticipated by Perkowski	<u>-12-</u>
1.	Claims 28 and 40	<u>-12-</u>
a.	The Examiner's Assertions	<u>-12-</u>
b.	The Passages from Perkowski Relied Upon By the Examiner	<u>-14-</u>
c.	The Applicants' Reply	<u>-17-</u>
2.	Claims 24, 36, 48, and 49	<u>-18-</u>

a.	The Examiners Assertions	-18-
b.	The Applicants' Reply	-20-
3.	Claims 25 and 37	-21-
a.	The Examiner's Assertions	-21-
b.	The Applicants' Reply	-22-
4.	Claims 26, 30, 38, and 42	-22-
a.	The Examiner's Assertions	-22-
b.	The Applicants' Reply	-22-
5.	Claims 50 and 51	-23-
a.	The Examiner's Assertions	-23-
b.	The Applicants' Reply	-24-
C.	The Rejections Under 35 USC 103(a) of Claims 27 and 39 as Being Obvious Over Perkowski	-24-
1.	The Examiner's Assertions	-24-
2.	The Passages from Perkowski Relied Upon By the Examiner	-26-
3.	The Rejections Under 35 USC 103(a) of Claims 27 and 39 as Being Obvious Over Perkowski are Untenable and Should be Reversed	-29-
D.	The Rejections Under 35 USC 103(a) of Claims 29 and 41 as Being Obvious Over Perkowski in View of Sloan	-30-
1.	The Examiner's Assertions	-30-
2.	The Passages from Sloan Relied Upon By the Examiner	-31-
3.	The Applicants' Reply	-32-
E.	The Rejections Under 35 USC 103(a) of Claims 31 and 43 as Being Obvious Over Perkowski in View of Smolen	-32-
1.	The Examiner's Assertions	-32-
2.	The Passages from Smolen Relied Upon By the Examiner	-33-
3.	The Applicants' Reply	-33-

XI. 37 CFR 41.37(c)(1)(viii) - Claims appendix 35

I. 37 CFR 41.37(a)

This brief sets forth the authorities and arguments on which the appellant will rely to maintain the appeal.

II. 37 CFR 41.37(b)

The filing is timely. Accordingly, this subsection is not relevant.

III. 37 CFR 41.37(c)(1)(i) Real party in interest

The real party in interest is Catalina Marketing International, Inc., a Delaware corporation, which is wholly owned by Catalina Marketing Corporation, a Florida corporation.

IV. 37 CFR 41.37(c)(1)(ii) Related appeals and interferences

An appeal is pending in the following related application:

US Application No: 08/873,974, filed June 12, 1997 (Neifeld Ref: CAT/34-SCRO-US).

V. 37 CFR 41.37(c)(1) (iii) Status of claims

Claims 24-31, 36-43 and 48-51 are pending, rejected, and under appeal. Claims 32-35 and 44-47 have been canceled.

VI. 37 CFR 41.37(c)(1) (iv) Status of amendments

All amendments have been entered.

VII. 37 CFR 41.37(c)(1)(v) Summary of claimed subject matter

Claim 24 defines a computer network implemented method, comprising the steps of:

transmitting from a consumer computer over the Internet to a Web site of a manufacturer a request for manufacturer incentives to purchase one of a product and a service offered by said manufacturer (Fig. 1 item 10; page 8 lines 24-25; Fig. 2 items 2, 10, 30; page 9 lines 18-20; Fig. 1);

in response to said request for manufacturer incentives, transmitting region data from said Web site of said manufacturer over the Internet to a remote Web site (page 8 lines 25-29; Fig. 1);

in response to receipt of region data at said manufacturer's Web site, transmitting from said remote Web site to said Web site of said manufacturer at least one manufacturer incentive and at least one name and address of a retailer (page 8 lines 25-28; page 9 lines 20-26; Fig. 2 items 2, 14, 32, 36, 38; Fig. 1); and

transmitting from said Web site of said manufacturer over the Internet to said consumer computer said at least one manufacturer incentive and said at least one name and address (Fig. 2 items 16, 44, 46, 48; Fig. 1).

Claim 28 defines a computer network implemented method, comprising the steps of:

transmitting from a consumer computer over the Internet to a Web site of a retailer a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer (Figure 3 item 50; page 10 lines 4-7; Fig. 1);

in response to receipt of said request at said Web site of said retailer, transmitting said request from said Web site of said retailer over the Internet to a remote Web site (Figure 3 items 14, 52, 54; Fig. 1);

in response to receipt of said request at said remote site, transmitting from said remote site over the Internet to said Web site of said retailer a list of manufacturer incentives (page 10 lines 9-11; fig. 3 items 14, 18, 56; Fig. 1); and

in response to receipt of said manufacturers incentives at said Web site of said retailer, transmitting over the Internet to said consumer computer said list of manufacturers incentives (page 10 lines 13-16; Figure 3 items 18, 64, 66, 68; Fig. 1).

Claim 36 defines a computer network implemented system, comprising:

means for transmitting from a consumer computer over the Internet to a Web site of a manufacturer a request for manufacturer incentives to purchase one of a product and a service offered by said manufacturer (Fig. 1 item 10; page 8 lines 24-25; Fig. 2 items 2, 10, 30; page 9 lines 18-20; Fig. 1);

means for, in response to said request for manufacturer incentives, transmitting region data from said Web site of said manufacturer over the Internet to a remote Web site (page 8 lines

25-29; Fig. 1);

means for, in response to receipt of region data at said manufacturer's Web site, transmitting from said remote Web site to said Web site of said manufacturer at least one manufacturer incentive and at least one name and address of a retailer (page 8 lines 25-28; page 9 lines 20-26; Fig. 2 items 2, 14, 32, 36, 38; Fig. 1); and

means for transmitting from said Web site of said manufacturer over the Internet to said consumer computer said at least one manufacturer incentive and said at least one name and address (Fig. 2 items 16, 44, 46, 48; Fig. 1).

Claim 37 defines the system according to claim 36, wherein said means for transmitting from said remote site said list further comprises means for transmitting a link to a Web site of said retailer (page 10 lines 11-12; Fig. 3 items 58, 60; Fig. 1).

Claim 38 defines the system according to claim 36, further comprising means for determining said at least one manufacturer's incentive and said at least one name and address of a retailer by querying, using said region data, a database from a server of said remote Web site (page 10 lines 7-11; Fig. 3 items 52, 54, 56, 58; Fig. 1).

Claim 39 defines the system according to claim 36, further comprising (page 10 lines 12-16; Fig. 3 items 62, 64, 66, 68; Fig. 1):

means for transmitting from said consumer computer to said Web site of said manufacturer selection data indicating selection of said at least one manufacturer incentive;

means for transmitting from said Web site of said manufacturer to said remote site said selection data;

means for transmitting from said remote site to said Web site of said manufacturer details of the selected at least one manufacturer incentive; and

means for transmitting from said Web site of said manufacturer to said consumer computer said details.

Claim 40 defines a computer network implemented system, comprising:

means for transmitting from a consumer computer over the Internet to a Web site of a retailer a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer (Figure 3 item 50; page 10 lines 4-7; Fig. 1);

means for, in response to receipt of said request at said Web site of said retailer, transmitting said request from said Web site of said retailer over the Internet to a remote Web site (Figure 3 items 14, 52, 54; Fig. 1);

means for, in response to receipt of said request at said remote site, transmitting from said remote site over the Internet to said Web site of said retailer a list of manufacturer incentives (page 10 lines 9-11; fig. 3 items 14, 18, 56; Fig. 1); and

means for, in response to receipt of said manufacturers incentives at said Web site of said retailer, transmitting over the Internet to said consumer computer said list of manufacturers incentives (page 10 lines 13-16; Figure 3 items 18, 64, 66, 68; Fig. 1).

Claim 41 defines the system according to claim 40, further comprising: (page 3 lines 3-14; Fig. 1)

means for transmitting a user identification from said Web site of said retailer over the Internet to said remote Web site in association with said request; and

means for determining manufacturer's incentives to transmit from said remote Web site to said Web site of said retailer based upon said user identification.

Claim 42 defines the system according to claim 40, further comprising means for transmitting from the consumer computer over the Internet to the Web site of the retailer region data (page 9 lines 20-26; Fig. 1).

Claim 48 defines a computer program product for implementing on a network a method, comprising the steps of:

in response to receiving at a Web site of a manufacturer a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer transmitted from a consumer computer over the Internet, transmitting region data from a Web site of said manufacturer over the Internet to a remote Web site (Fig. 1 item 10; page 8 lines 24-25; Fig. 2 items 2, 10, 30; page 9 lines 18-20; Fig. 1);

in response to receipt of region data at said manufacturer's Web site, transmitting from said remote Web site to said Web site of said manufacturer at least one manufacturer incentive and at least one name and address of a retailer (page 3 lines 3-14; Fig. 1); and

transmitting from said Web site of said manufacturer over the Internet to said consumer

computer said at least one manufacturer incentive and said at least one name and address (page 10 lines 13-16; Figure 3 items 18, 64, 66, 68; Fig. 1).

Claim 49 defines a computer program product for performing a computer network implemented method, comprising the steps of:

in response to receipt of a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer transmitted from a consumer computer over the Internet to a Web site of a retailer, transmitting said request from said Web site of said retailer over the Internet to a remote Web site (Figure 3 item 50; page 10 lines 4-7; Fig. 1);

in response to receipt of said request at said remote site, transmitting from said remote site over the Internet to said Web site of said retailer a list of manufacturer incentives (page 10 lines 9-11; fig. 3 items 14, 18, 56; Fig. 1); and

in response to receipt of said manufacturers incentives at said Web site of said retailer, transmitting over the Internet to said consumer computer said list of manufacturers incentives (page 10 lines 13-16; Figure 3 items 18, 64, 66, 68; Fig. 1).

Claim 50 defines a computer implemented method comprising performing transactions involving multiple separate entities, including

transmission from a consumer to a retailer website (Figure 3 item 50; page 10 lines 4-7; Fig. 1).

transmission from the retailer website to a remote website (Figure 3 items 14, 52, 54; Fig. 1), and

transmission from the remote website to the retailer website, of a list of manufacturer incentives (page 10 lines 9-11; fig. 3 items 14, 18, 56; Fig. 1).

Claim 51 defines a system comprising structure for performing transactions involving multiple separate entities, including:

means for transmitting from a consumer to a retailer website (Figure 3 item 50; page 10 lines 4-7; Fig. 1),

means for transmitting from the retailer website to a remote website (Figure 3 items 14, 52, 54; Fig. 1), and

means for transmitting from the remote website to the retailer website, of a list of

manufacturer incentives (page 10 lines 9-11: fig. 3 items 14, 18, 56; Fig. 1).

VIII. 37 CFR 41.37(c)(1)(vi) Grounds for rejection to be reviewed on appeal

Whether the rejections of claims 50 and 51 under 35 USC 112, second paragraph, are improper and should be reversed.

Whether the rejections of claims 24, 25, 26, 28, 30, 36, 37, 38, 40, 42, 48, 49, 50 and 51 under 35 U.S.C. 102(e) as being anticipated by Perkowski (US Patent 5,950,173) are improper and should be reversed.

Whether the rejections of claims 27 and 39 under 35 U.S.C. 103(a) as being unpatentable over Perkowski (US Patent 5,950,173) are improper and should be reversed.

Whether the rejections of claims 29 and 41 under 35 U.S.C. 103(a) as being unpatentable over Perkowski (US 5,950,173), and further in view of Sloane (US Patent 5,918,211) are improper and should be reversed.

Whether the rejections of claims 31 and 43 under 35 U.S.C. 103(a) as being unpatentable over Perkowski (US 5,950,173), and further in view of Smolen (US Patent 5,915,243) are improper and should be reversed.

IX. 37 CFR 41.37(c)(1)(vii) Argument

A. The Rejections Under 35 USC 112 of Claims 50 and 51

1. The Examiner's Assertions

In support of the rejections of claims 50 and 51 under 35 USC 112, second paragraph, the examiner stated that:

Claims 50 and 51 recites [sic] the limitation "transmission from the a consumer to a retailer website", "transmission from the retailer website to a remote website" in claim 50 and "mean for transmitting from the a consumer to a retailer website", "means for transmitting from the retailer website to a remote website", in claim 51. There is insufficient antecedent basis for this limitation in the claim.

There is no indication as to what is being "transmitted". Correction is

required. [Office action mailed April 6, 2004 page 2 lines 18-24.]

2. The Applicants' Reply

In reply, the applicants disagree for several reasons.

First, there is almost ipsius verbis antecedent basis support for the subject claim recitations in the specification, and the subject claim recitations are clearly supported by the specification's recitations. See page 3 lines 23-26 and page 11 lines 1-4.

Page 3 lines 23-26 of the specification states that:

The next steps of the method are receiving offer selection data from the consumer through the manufacturer network site, and either transmitting details of the selected offers to the manufacturer network site for use by the consumer, or linking the consumer directly to a selected retailer network site to view the available offers.

Page 11 lines 1-4 of the specification states that:

FIG. 5 shows how manufacturers input update data to the manufacturer offer database 16. In one approach, the manufacturer supplies the data on input forms 90, which are entered at the SMO site 14, as indicated at 92, and transmitted to the databases 16 and 20 by means of an update program 94 executed at the SMO site.

These two recitations clearly disclose that there is a transmission (and a means for transmission) from the retailer website to a remote website; and a transmission (and a means for transmission) from the retailer website to a remote website. Moreover, there is sufficient indication as to what is being transmitted, namely, details of the selected offers, as well as data that is input by manufacturers and used to update the manufacturer offer database.

Second, in drafting claims 50 and 51, applicants presented a method claim and a system claim commensurate in scope with and mirroring the wording in the Board of Patent Appeals and Interferences' (panel's) description of the independent claimed inventions. In the decision on appeal mailed October 27, 2003, the panel stated that:

With regard to the rejections under 35 U.S.C. 103, we will not sustain these rejections because each of the independent claims 24, 36, 48, and 49

includes limitations similar to those in claims 28 and 40, i.e., transactions involving multiple separate entities, wherein there is transmission from the a consumer to a retailer website, transmission from the retailer website to a remote website, and transmission from the remote website to the retailer website, of a list of manufacturer incentives. Finally, the retailer web site transmits to the consumer a list of these incentives. [Decision on appeal page 9 lines 3-10.]

Since claims 50 and 51 are essentially identical in scope to the panel's description of applicant's claimed invention, they are allowable for the same reasons applying to appealed claims 24-31, 36-43, and 48-49.

Third, the examiner's rejections for lack of antecedent basis misapplies the law because anyone reading the claims would know what they defined. The applicants submit herewith an amendment correcting the grammatical error in these claims, mooted the antecedent basis issue. For all of the foregoing reasons, the rejections of claims 50 and 51 as indefinite are improper and therefore should be reversed.

B. The Rejections Under 35 USC 102(e) of Claims 24-26, 28, 30, 36-38, 40, 42, and 48-51 as Being Anticipated by Perkowski

I. Claims 28 and 40

a. The Examiner's Assertions

The examiner asserts at page 3 line 8 to page 5 line 6 of the office action mailed October 21, 2004, that

As per claim 28, 40, Perkowski discloses:

transmitting from a consumer computer over the internet to a Web site of a retailer a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer/means for transmitting from a consumer computer over the internet to a Web site of a retailer a request for manufacturer incentives to purchase one of a product and a service offered by a manufacture/transmission from the a consumer to a retailer website, (Col. 11, line

64-Col. 12, line 5, shows a plurality of User (or Client) Computers being connected to the Internet and available to consumers, Manufacturers, and Retailers, w/ Col. 15, lines 1-4, lines 19-27, shows that a consumer makes a request at a client subsystem that is physically hosted at the retailer by way of a three field browser framework):

in response to receipt of said request at said Web site of said retailer, transmitting said request from said Web site of said retailer over the Internet to a remote Web site/means for transmitting said request from said Web site of said retailer over the Internet to a remote Web site, (Col. 15, lines 37-49, shows that when a request is made, the IPI finding mode and the UPN (i.g. UPC) search mode of the IPI finding and serving subsystem is activated through the IPI website. In this case, the IPI finding and serving subsystem is the remote system since it is associated with the operation of the Web based document server which serves Web pages to clients);

in response to receipt of said request at said remote site, transmitting from said remote site over the Internet to said Web site of said retailer a list of manufacturer incentives/means for transmitting from said remote site over the Internet to said Web site of said retailer a list of manufacturer incentives: (Col. 12, lines 16-20, shows transfer of consumer product related information between the Remote Client Computer and the Web Based Document Server, in this case, the retailer website is shown by the Client Computer, and the remote website is shown by the Web Based Document Server since it is remote to the Remote Client], w/ Col. 11, lines 37-40, [shows that a central UPC/URL database Subsystem serves the consumer product information to retailers, w/ Col. 13, lines 2-9, where it is also shown that the Web based document server transfers UPC/URLs to the IPD servers, and therefore works in conjunction with the UPC/URL database to serve the consumer product information to retailers, w/ Col. 6, lines 50-58, the list is shown by categorizing and graphically displaying product information which also includes Product Incentives).

in response to receipt of said manufacturers incentives at said Web site of said retailer, transmitting over the Internet to said consumer computer said list of manufacturers incentives/means for transmitting over the Internet to said consumer computer said list of manufacturers incentives, (Col. 11, lines 37-40, shows that a central UPC/URL database Subsystem serves the consumer product information to consumers, w/ Col. 13, lines 2-9, where it is also shown that the Web based document server transfers UPC/URLs to the IPD servers, and therefore works in conjunction with the UPC/URL database to serve the consumer product information to the consumers, w/ Col. 6, lines 50-58, the list is shown by categorizing and graphically displaying product information which also includes Product Incentives). [Office action mailed October 21, 2004, page 3 line 8 to page 5 line 6.]

b. The Passages from Perkowski Relied Upon By the Examiner

In rejecting claims 24-26, 28, 30, 36-38, 40, 42, and 48-51 the examiner relies on the following passages from Perkowski:

Another object of the present invention is to provide such a product information finding and serving system, wherein the URLs symbolically linked to each registered product in the IPD Servers thereof are categorized as relating primarily to Product Advertisements, Product Specifications, Product Updates, Product Distributors, Product Warranty/Service, and/or Product Incentives (e.g. rebates, discounts and/or coupons), and that such URL categories are graphically displayed to the requester by way of easy-to-read display screens during URL selection and Web-site connection. [Perkowski at column 6 lines 50-58.]

*

*

*

As shown in FIGS. 2A1 and 2A2, the consumer-product information collection, transmission and delivery system illustrated in FIG. 1 is realized as an

arrangement of system components, namely: a central UPC/URL Database Subsystem 9 for storing and serving various types of consumer-product information to retailers and consumers alike (c.g. the name of the product's manufacturer; the Universal Product Code (UPC) assigned to the product by the manufacturer; one or more URLs specifying the location of information resources on the Internet at which particular kinds of information relating to the consumer-product can be found; [Perkowski at column 11 lines 34-45.]

*

*

*

...a plurality of User (or Client) Computers, each indicated by reference numeral 13, being connected to the Internet via the Internet infrastructure and available to consumers ($C_1, C_2, C_3, \dots, C_i$); one or more data communication (i.e. EDI) networks 14, comprising data collection nodes 15 and communication links 16, operably connected to the centralized UPC/URL Database Subsystem 9, each Client Computer 13 available to a Manufacturer ($M_1, M_2, M_3, \dots, M_i$) and Retailer ($R_1, R_2, R_3, \dots, R_i$) within the retail supply and demand chain; [Perkowski at column 11 line 64 to column 12 line 5.]

*

*

*

...for administering the registration of manufacturers and products with the system, initiating the transfer of consumer product related information (c.g. menu of URL(s) between the remote Client Computer Systems and Web-Based Document Server 30, transferring such information to the IPD Servers 11, and maintaining local records of such information transfers and the like. [Perkowski at column 12 lines 16-21.]

*

*

*

...The function of the Web-based Document Server 30, Web-based Administration System 31 and remote client systems 13 running the Premenos.RTM. WebDox Remote.TM. software is to provide a Web-based Document Transport System for automatically transferring information (e.g. UPC/URLs) from manufacturers to the IPD Servers of the system in order to periodically update the same....[Perkowski at column 13 lines 2-9.]

*

*

*

In the case of Client Subsystems physically hosted (i.e. located) within the environment of retail stores, a three-field browser framework as shown in FIG. 3C will be highly effective in meeting the needs of the retailer, consumer, and business organization delivering the IPI finding and serving subsystem of the present invention...[Perkowski at column 15 lines 1-4.]

*

*

*

"Welcome to the UPC Request.TM. Consumer Product-Information Finding and Serving System sponsored by THE HOME DEPOT for your shopping convenience and pleasure."

The height of this display field 20A need only be a small fraction of the consumer's display screen (e.g. 3/4 inches) to convey this message to the consumers during use of the IPI finding and serving subsystem of the present invention within the retailer's real (or virtual) shopping environment. [Perkowski at column 15 lines 19-27.]

*

*

*

...When selected, the IPI Find Button 21A activates the IPI Finding Mode of the IPI finding and serving subsystem. When selected, the UPC Search Button 21B activates the UPN Search Mode of the IPI finding and serving subsystem. When selected, the Product Registration Button 21C activates the Product Registration Mode of the IPI finding and serving subsystem. Each of these modes will be described in great detail hereinafter.

As shown in FIG. 3C, the third display field 20C, occupying a substantial portion of the entire browser display screen, is used to display (1) Web pages that are served from the IPD Server 11 and are associated with the operation of either the IPI Find Mode, the UPC Search Mode or the Product Registration Mode of the system...[Perkowski at column 15 lines 26-49.]

*

*

*

At Block C in FIG. 6A, the Client System C₁ receives the URL_i from the IPD Server. Then, in response to a URL selection query based on the content of information subfields shown in FIG. 4A2 and displayed on the screen of the Client System C₁, the Client System C₁ requests the IPI Server, identified by the user selected URL_i, to provide the product information located by the registered URL_i. Having accessed and displayed such product related information at the Client System, the user can review the information at the specified URL_i, acquire knowledge about the product, and may, if the option is provided at the URL-specified Web-site, purchase the product by way of an on-screen electronic commercial transaction....[Perkowski at column 22 lines 48-60.]

c. The Applicants' Reply

Claims 28 and 40 recite "transmitting from a consumer computer over the Internet to a Web site of a manufacturer a request for manufacturer incentives to purchase one of a product

and a service offered by said manufacturer." [Emphasis added.] Applicants respectfully submit that none of the passages cited above by the examiner teach the recited limitations of claims 28 and 40 of a "request for manufacturer incentives" that is transmitted "from a consumer computer." Therefore, the citations from Perkowski relied upon by the examiner do not teach all the limitations of claims 28 and 40. Therefore, the applicants respectfully submit that the rejections of claims 28 and 40 under 35 USC 102(a) as being anticipated by Perkowski are improper and should be reversed.

2. Claims 24, 36, 48, and 49

a. The Examiners Assertions

The examiner asserts at page 5 line 7 to page 7 line 23 of the office action mailed October 21, 2004, that:

As per claim 24, 36, 48, 49, Perkowski discloses:

transmitting from a consumer computer over the Internet to a Web site of a manufacturer/retailer a request for manufacturer incentives to purchase one of a product and a service offered by said manufacturer/means for transmitting from a consumer computer over the Internet to a Web site of a manufacturer/retailer a request for manufacturer incentives to purchase one of a product and a service offered by said manufacturer. (Col. 11, line 64-Col. 12, line 5, shows a plurality of User (or Client) Computers being connected to the Internet and available to consumers, Manufacturers, and Retailers, w/ Col. 15, lines 1-4, lines 19-27, shows that a consumer makes a request at a client subsystem that is physically hosted at the retailer by way of a threefield browser framework, in this case, both the manufacturer and retailer can be accessed at the retailer site since a three field Netscape style display framework is presented for interaction between the consumer and the manufacturer, and the consumer and the retailer):

in response/means for, in response to receipt of a request for manufacturer incentives, transmitting region data from said Web site of said manufacturer over the Internet to a remote Web site/in response to receipt of a request for manufacturer incentives to purchase one of a product and a service offered by a

manufacturer transmitted from a consumer computer over the Internet, transmitting region data from a Web site of said manufacturer over the Internet to a remote Web site/in response to receiving at a web site of a manufacturer, a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer transmitted from a consumer computer over the Internet, transmitting region data from a Web site of said manufacturer over the Internet to a remote Web site/in response to receipt of a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer transmitted from a consumer computer over the Internet to a Web site of a retailer, transmitting said request from said Web site of said retailer over the Internet to a remote Web site, (Col. 11, lines 37-45, shows that consumer product information is stored to (transferred over to) the UPC/URL Database from a remote retailer or consumer, which includes the URLs specifying the location of information resources);

in response to receipt of region data at said manufacturer's Web site, transmitting from said remote Web site to said Web site of said manufacturer at least one manufacturer incentive and at least one name and address of a retailer/means for transmitting from said remote Web site to said Web site of said manufacturer at least one manufacturer incentive and at least one name and address of a retailer/ in response to receipt of said request at said remote site, transmitting from said remote site over the Internet to said Web site of said retailer a list of manufacturer incentives, (Col. 11, lines 34-45, shows the name of the product's manufacturer and URL specifying the location of information resources are served to remote clients, which are retailers, consumers, and manufacturers)

transmitting from said Web site of said manufacturer over the Internet to said consumer computer said at least one manufacturer incentive and said at least one name and address/ in response to receipt of said manufacturers incentives at said Web site of said retailer, transmitting over the Internet to said consumer

computer said list of manufacturers incentives, (Col. 12, lines 16-20, shows transfer of consumer product related information between the Remote Client Computer and the Web Based Document Server, in this case, the consumer computer is shown by the Client Computer, and the remote website is shown by the Web Based Document Server since it is remote to the Remote Client, w/ Col. 11, lines 37-40, shows that a central UPC/URL database Subsystem serves the consumer product information to consumers, where the name of the product's manufacturer and URL specifying the location of information resources are served to remote retailers and consumers and is included in consumer product information, w/ Col. 13, lines 2-9, where it is also shown that the Web based document server transfers UPC/URLs to the IPD servers, and therefore works in conjunction with the UPC/URL database to serve the consumer product information to consumers, w/ Col. 6, lines 50-58, the list is shown by categorizing and graphically displaying product information which also includes Product Incentives, w/ Col. 11, lines 34-45, shows the name of the product's manufacturer and URL specifying the location of information resources are served to remote retailers and consumers). [Office action mailed October 21, 2004, page 5 line 7 to page 7 line 23.]

b. The Applicants' Reply

Claims 24, 36, 48, and 49 recite "transmitting from a consumer computer over the Internet to a Web site of a manufacturer a request for manufacturer incentives to purchase one of a product and a service offered by said manufacturer." [Emphasis added.] Applicants respectfully submit that none of the passages cited above by the examiner reach the recited limitations of claims 24, 36, 48, and 49 of a "request for manufacturer incentives" that is transmitted "from a consumer computer." Therefore, the citations from Perkowski relied upon by the examiner do not teach all the limitations of claims 24, 36, 48, and 49. Therefore, applicants respectfully submit that the rejections of claims 24, 36, 48, and 49 under 35 USC 102(a) as being anticipated by Perkowski are improper and should be reversed.

Claims 24, 36, 48, and 49 recite "in response to said request for manufacturer incentives, transmitting region data from said Web site of said manufacturer over the Internet to a remote Web site." [Emphasis added.] Applicants respectfully submit that none of the passages cited above by the examiner teach the recited limitation of claims 24, 36, 48, and 49 of "region data." Therefore, the citations from Perkowski relied upon by the examiner do not teach all the limitations of claims 24, 36, 48, and 49. Therefore, applicants respectfully submit that the rejections of claims 24, 36, 48, and 49 under 35 USC 102(a) as being anticipated by Perkowski are improper and should be reversed.

Claims 24, 36, 48, and 49 recite "transmitting from said Web site of said manufacturer over the Internet to said consumer computer said at least one manufacturer incentive and said at least one name and address." [Emphasis added.] Applicants respectfully submit that none of the passages cited above by the examiner teach the recited limitations of claims 24, 36, 48, and 49 of a "manufacturer incentive" or a "name and address." Therefore, the citations from Perkowski relied upon by the examiner do not teach all the limitations of claims 24, 36, 48, and 49. Therefore, applicants respectfully submit that the rejections of claims 24, 36, 48, and 49 under 35 USC 102(a) as being anticipated by Perkowski are improper and should be reversed.

3. Claims 25 and 37

a. The Examiner's Assertions

The examiner asserts at page 7 line 24 to page 8 line 6 of the office action mailed October 21, 2004, that:

As per claim 25, 37, Perkowski discloses:

wherein said step of transmitting from said remote site said list further comprises transmitting a link to a Web site of said retailer/wherein said means for transmitting from said remote site said list further comprises means for transmitting a link ... (Col. 11, lines 34-45, serving URLs to retailer). [Office action mailed October 21, 2004, page 7 line 24 to page 8 line 6.]

b. The Applicants' Reply

Claims 25 and 37 depend from claims 24 and 36, respectively, and therefore include all the limitations of their respective base claims. Therefore, applicants respectfully submit that claims 25 and 37 are not anticipated by Perkowski for at least the reasons given above for claims 24 and 36. Therefore, applicants respectfully submit that the rejections of claims 25 and 37 under 35 USC 102(a) as being anticipated by Perkowski are improper and should be reversed.

4. Claims 26, 30, 38, and 42

a. The Examiner's Assertions

The examiner asserts at page 8 lines 7-13 of the office action mailed October 21, 2004, that:

As per claims 26, 30, 38, 42, Perkowski discloses:

determining said at least one manufacturer's incentive and said at least one name and address of a retailer by querying, using said region data, a database from a server of said remote Web site/means for determining ... transmitting from the consumer computer over the Internet to the Web site of the retailer region data./means for transmitting ... (Col. 22, lines 48-60, URL selection query for product data, Col. 11, lines 34-40, shows that product data includes manufacturer name data). [Office action mailed October 21, 2004, page 8 lines 7-13.]

b. The Applicants' Reply

Claims 26 and 38 depend from claims 24 and 36, respectively, and therefore include all the limitations of their respective base claims. Therefore, applicants respectfully submit that claims 26 and 38 are not anticipated by Perkowski for at least the reasons given above for claims 24 and 36. Therefore, applicants respectfully submit that the rejections of claims 26 and 38 under 35 USC 102(a) as being anticipated by Perkowski are improper and should be reversed.

Claims 30 and 42 depend from claims 28 and 40, respectively, and therefore include all the limitations of their respective base claims. Therefore, applicants respectfully submit that claims 30 and 42 are not anticipated by Perkowski for at least the reasons given above for claims 28 and 40. Therefore, applicants respectfully submit that the rejections of claims 30 and 42

under 35 USC 102(a) as being anticipated by Perkowski are improper and should be reversed.

5. Claims 50 and 51

a. The Examiner's Assertions

The examiner asserts at page 8 line 14 to page 9 line 12 of the office action mailed October 21, 2004, that:

As per claims 50, 51 Perkowski discloses:

Transmission/Mean for transmitting from a consumer to a retailer website. (Col. 11, line 64-Col. 12, line 5, shows a plurality of User (or Client) Computers being connected to the Internet and available to consumers, Manufacturers, and Retailers, w/ Col. 15, lines 14, lines 19-27, shows that a consumer makes a request at a client subsystem that is physically hosted at the retailer by way of a three field browser framework);

Transmission/Mean for transmitting from the retailer website to a remote website, (Col. 12, lines 16-20, shows transfer of consumer product related information between the Remote Client Computer and the Web Based Document Server, in this case, the retailer website is shown by the Client Computer, and the remote website is shown by the Web Based Document Server since it is remote to the Remote Client), and

Transmission/Mean for transmitting from the remote website to the to the retailer website, of a list of manufacturer incentives, (Col. 11, lines 37-40, shows that a central UPC/URL database Subsystem serves the consumer product information to retailers, w/ Col. 13, lines 2-9, where it is also shown that the Web based document server transfers UPC/URLs to the IPD servers, and therefore works in conjunction with the UPC/URL database to serve the consumer product information to retailers, w/ Col. 6, lines 50-58, the list is shown by categorizing and graphically displaying product information which also includes Product Incentives). [Office action mailed October 21, 2004, page 8 line 14 to page 9 line

12.]

b. The Applicants' Reply

Claims 50 and 51 recite "performing transactions involving multiple separate entities." [Emphasis added.] Applicants respectfully submit that none of the passages cited above by the examiner teach the recited limitation of claims 50 and 51 of "performing transactions involving multiple separate entities." Therefore, the citations from Perkowski relied upon by the examiner do not teach all the limitations of claims 50 and 51. Therefore, applicants respectfully submit that the rejections of claims 50 and 51 under 35 USC 102(a) as being anticipated by Perkowski are improper and should be reversed.

C. The Rejections Under 35 USC 103(a) of Claims 27 and 39 as Being Obvious Over Perkowski

1. The Examiner's Assertions

The examiner asserts at page 9 line 15 to page 12 line 4 of the office action mailed October 21, 2004, that

As per claim 27, 39, Perkowski discloses:

transmitting from said consumer computer to said Web site of said manufacturer selection data indicating selection of said at least one manufacturer incentive/means for transmitting...(Col. 15, lines 19-44, shows that a consumer makes a request at a client subsystem that is physically hosted at the retailer by way of a three field browser framework which includes search button);

transmitting from said Web site of said manufacturer to said remote site said selection data/means for transmitting from said Web site ... (Col. 15, lines 37-40, IPI finding an serving subsystem is the remote site);

transmitting from said Web site of said manufacturer to said consumer computer details/means for transmitting from said Web site of said manufacturer, (Col. 12, lines 16-20, shows transfer of consumer product related information between the Remote Client Computer and the Web Based Document Server, in

this case, the consumer computer is shown by the Client Computer, and the remote website is shown by the Web Based Document Server since it is remote to the Remote Client, w/ Col. 11, lines 37-40, shows that a central UPC/URL database Subsystem serves the consumer product information to consumers, where the name of the product's manufacturer and URL specifying the location of information resources are served to remote retailers and consumers and is included in consumer product information, w/ Col. 13, lines 2-9, where it is also shown that the Web based document server transfers UPC/URLs to the IPD servers, and therefore works in conjunction with the UPC/URL database to serve the consumer product information to consumers, w/ Col. 6, lines 50-58, the list is shown by categorizing and graphically displaying product information which also includes Product Incentives, w/ Col. 11, lines 34-45, shows the name of the product's manufacturer and URL specifying the location of information resources are served to remote retailers and consumers and is included in consumer product information, w/ Col. 13, lines 2-9, where it is also shown that the Web based document server transfers UPC/URLs to the IPD servers, and therefore works in conjunction with the UPC/URL database to serve the consumer product information to consumers, w/ Col. 6, lines 50-58, the list is shown by categorizing and graphically displaying product information which also includes Product Incentives, w/ Col. 11, lines 34-45, shows the name of the product's manufacturer and URL specifying the location of information resources are served to remote retailers and consumers).

The following is obvious with Perkowski:

transmitting from said remote site to said Web site of said manufacturer details of the selected at least one manufacturer incentive/means for transmitting from said remote site ... (Col. 15, lines 37-40, obvious that details are transmitted to the manufacturer since the browser ultimately displays Web pages served from the IPD server and associated with the Search mode);

It would have been obvious to one of ordinary skill in the art to transmit from said

remote site to said Web site of said manufacturer details of the selected at least one manufacturer incentive with the motivation ensuring that significant details of manufacturer selection data are sent to the correct location. [Office action mailed October 21, 2004, page 8 line 14 to page 9 line 12.]

2. The Passages from Perkowski Relied Upon By the Examiner

In rejecting claims 27 and 39 the examiner relies on the following passages from Perkowski:

Another object of the present invention is to provide such a product information finding and serving system, wherein the URLs symbolically linked to each registered product in the IPD Servers thereof are categorized as relating primarily to Product Advertisements, Product Specifications, Product Updates, Product Distributors, Product Warranty/Service, and/or Product Incentives (e.g. rebates, discounts and/or coupons), and that such URL categories are graphically displayed to the requester by way of easy-to-read display screens during URL selection and Web-site connection. [Perkowski at column 6 lines 50-58.]

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*

As shown in FIGS. 2A1 and 2A2, the consumer-product information collection, transmission and delivery system illustrated in FIG. 1 is realized as an arrangement of system components, namely: a central UPC/URL Database Subsystem 9 for storing and serving various types of consumer-product information to retailers and consumers alike (e.g. the name of the product's manufacturer; the Universal Product Code (UPC) assigned to the product by the manufacturer; one or more URLs specifying the location of information resources on the Internet at which particular kinds of information relating to the consumer-product can be found: [Perkowski at column 11 lines 34-45.]

*

*

*

...a plurality of User (or Client) Computers, each indicated by reference numeral 13, being connected to the Internet via the Internet infrastructure and available to consumers (C1, C2, C3, . . . , Ci); one or more data communication (i.e. EDI) networks 14, comprising data collection nodes 15 and communication links 16, operably connected to the centralized UPC/URL Database Subsystem 9, each Client Computer 13 available to a Manufacturer (M1, M2, M3, . . . , Mj) and Retailer (R1, R2, R3, . . . , Rk) within the retail supply and demand chain; [Perkowski at column 11 line 64 to column 12 line 5.]

*

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*

...for administrating the registration of manufacturers and products with the system, initiating the transfer of consumer product related information (e.g. menu of URLs) between the remote Client Computer Systems and Web-Based Document Server 30, transferring such information to the IPD Servers 11, and maintaining local records of such information transfers and the like. [Perkowski at column 12 lines 16-21.]

*

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...The function of the Web-based Document Server 30, Web-based Administration System 31 and remote client systems 13 running the Premenos.RTM. WebDox Remote.TM. software is to provide a Web-based Document Transport System for automatically transferring information (e.g. UPC/URLs) from manufacturers to the IPD Servers of the system in order to periodically update the same....[Perkowski at column 13 lines 2-9.]

*

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*

In the case of Client Subsystems physically hosted (i.e. located) within the environment of retail stores, a three-field browser framework as shown in FIG. 3C will be highly effective in meeting the needs of the retailer, consumer, and business organization delivering the IPI finding and serving subsystem of the present invention...[Perkowski at column 15 lines 1-4.]

*

*

*

"Welcome to the UPC Request.TM. Consumer Product-Information Finding and Serving System sponsored by THE HOME DEPOT for your shopping convenience and pleasure."

The height of this display field 20A need only be a small fraction of the consumer's display screen (e.g. 3/4 inches) to convey this message to the consumers during use of the IPI finding and serving subsystem of the present invention within the retailer's real (or virtual) shopping environment. [Perkowski at column 15 lines 19-27.]

*

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...When selected, the IPI Find Button 21A activates the IPI Finding Mode of the IPI finding and serving subsystem. When selected, the UPC Search Button 21B activates the UPN Search Mode of the IPI finding and serving subsystem. When selected, the Product Registration Button 21C activates the Product Registration Mode of the IPI finding and serving subsystem. Each of these modes will be described in great detail hereinafter.

As shown in FIG. 3C, the third display field 20C, occupying a substantial portion of the entire browser display screen, is used to display (1) Web pages that are served from the IPD Server 11 and are associated with the operation of either

the IPI Find Mode, the UPC Search Mode or the Product Registration Mode of the system...[Perkowski at column 15 lines 26-49.]

*

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*

At Block C in FIG. 6A, the Client System Ca receives the URLi from the IPD Server. Then, in response to a URL selection query based on the content of information subfields shown in FIG. 4A2 and displayed on the screen of the Client System Ca, the Client System Ca requests the IPI Server, identified by the user selected URLi, to provide the product information located by the registered URLi. Having accessed and displayed such product related information at the Client System, the user can review the information at the specified URLi, acquire knowledge about the product, and may, if the option is provided at the URL-specified Web-site, purchase the product by way of an on-screen electronic commercial transaction....[Perkowski at column 22 lines 48-60.]

3. The Rejections Under 35 USC 103(a) of Claims 27 and 39 as Being Obvious Over Perkowski are Untenable and Should be Reversed

Claims 27 and 29 stand rejected under 35 U.S.C. 103(a) as being obvious over Perkowski. Applicants respectfully submit that these rejections are improper and should be reversed.

The applicants respectfully submit that the subject matter defined by claims 27 and 39 is non-obvious over Perkowski, as is further argued below.

Claims 27 and 39 depend from claims 24 and 36, respectively, and therefore include all the limitations of their respective base claims. Therefore, applicants respectfully submit that claims 27 and 39 are not rendered obvious by Perkowski because Perkowski does not teach or suggest all the limitations of respective base claims 24 and 36. Therefore, applicants respectfully submit that the examiner has not made out proper *prima facie* rejections of claims 25 and 37 under 35 USC 103(a). Therefore, applicants respectfully submit that the rejections of claims 25

and 37 under 35 USC 103(a) as being obvious over Perkowski are improper and should be reversed.

Further, applicants respectfully submit that the examiner has not provided proper reasoning explaining why one of ordinary skill in the art at the time of the invention would have found a motivation or suggestion to modify the teachings of Perkowski to obtain the subject matter of claims 27 and 39, absent impermissible hindsight. For this additional reason, therefore, applicants respectfully submit that the examiner has not made out proper *prima facie* rejections of claims 25 and 37 under 35 USC 103(a). Therefore, applicants respectfully submit that the rejections of claims 25 and 37 under 35 USC 103(a) as being obvious over Perkowski are improper and should be reversed.

D. The Rejections Under 35 USC 103(a) of Claims 29 and 41 as Being Obvious Over Perkowski in View of Sloan

1. The Examiner's Assertions

The examiner asserts at page 12 line 5 to page 13 line 7 of the office action mailed October 21, 2004, that

As per claims 29, 41, Perkowski fails to disclose transmitting a user identification from said Web site of said retailer over the Internet to said remote Web site in association with said request and determining manufacturer's incentives to transmit from said remote Website to said Web site of said retailer based upon said user identification, but does disclose the transmission of manufacturer's incentives to consumers in Col. 12, lines 16-20.

However, Sloane discloses:
transmitting a user identification from said Web site of said retailer over the Internet to said remote Web site in association with said request/means for transmitting a user identification determining manufacturer's incentives to transmit from said remote Website to said Web site [sic] of said retailer based upon said user identification/means for determining manufacturer's incentives.

(Col. 9, lines 52-58, Claim 12, Claim 15, shows usage of consumer identification in conjunction with transmitting consumer product information). Sloane discloses this limitation in an analogous art for the purpose of showing that a consumer identification can affect the transmittal of consumer product information.

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to transmit a user identification from said Web site of said retailer over the Internet to said remote Web site in association with said request and determining manufacturer's incentives to transmit from said remote Web site to said Web site of said retailer based upon said user identification with the motivation of sending the consumer an incentive which is identified by consumer id. [Office action mailed October 21, 2004, at page 12 line 5 to page 13 line 7.]

2. The Passages from Sloan Relied Upon By the Examiner

In support of the rejections of claims 29 and 41, the examiner relies upon the following passages from Sloan:

...processing means including data receiving means for receiving consumer product and promotional information, data storage means for storing the received consumer, product and promotional information, and data transmission means for transmitting the stored consumer product and promotional information within the retail establishment; [Sloane at column 9 lines 52-58.]

12. The apparatus according to 11, wherein said consumer identification information consists of the consumer's identity, and the purchasing history of the identified consumer. [Sloane claim 12.]

15. The apparatus according to claim 14, wherein said identification receiving means comprises an opening in said portable bar code scanner center for receiving the consumer's identification information. [Sloane claim 15.]

3. The Applicants' Reply

Claims 29 and 41 depend from claims 28 and 40, respectively, and therefore include all the limitations of their respective base claims. Therefore, applicants respectfully submit that claims 29 and 41 are not rendered obvious by Perkowski in combination with Sloane because neither Perkowski nor Sloane, alone or in combination, teach or suggest all the limitations of respective base claims 28 and 40. Therefore, applicants respectfully submit that the examiner has not made out proper *prima facie* rejections of claims 29 and 41 under 35 USC 103(a). Therefore, applicants respectfully submit that the rejections of claims 29 and 41 under 35 USC 103(a) as being obvious over Perkowski in view of Sloane are improper and should be reversed.

Further, applicants respectfully submit that the examiner has not provided proper reasoning explaining why one of ordinary skill in the art at the time of the invention would have found a motivation or suggestion to combine the teachings of Sloane with the teachings of Perkowski to obtain the subject matter of claims 29 and 41, absent impermissible hindsight. For this additional reason, therefore, applicants respectfully submit that the examiner has not made out proper *prima facie* rejections of claims 29 and 41 under 35 USC 103(a). Therefore, applicants respectfully submit that the rejections of claims 29 and 41 under 35 USC 103(a) as being obvious over Perkowski in view of Sloane are improper and should be reversed.

E. The Rejections Under 35 USC 103(a) of Claims 31 and 43 as Being Obvious Over Perkowski in View of Smolen

1. The Examiner's Assertions

The examiner asserts at page 13 lines 8-20 of the office action mailed October 21, 2004, that

As per claims 31, 43, Perkowski fails to teach wherein said region data is postal code data, but does disclose region data through URLs in col. 11 lines 42-43.

However Smolen discloses:

wherein said region data is postal code data, (Col. 4, lines 64-67, represented by postal code). Smolen discloses this limitation in an analogous art

for the purpose of showing that postal code data can be incorporated into a system for transmitting incentives.

It would have been obvious to one of ordinary skill in the art for the region data to be postal code data in order to determine the location of the retailer versus the location of the user for incentive transmittal purposes.

2. The Passages from Smolen Relied Upon By the Examiner

In support of the rejections of claims 31 and 43, the examiner relies upon the following passages from Smolen:

...If the telephone number is used as the code, it is preferably considered part of the information profile because the area-code and exchange make valuable demographic additions to the profile. [Smolen at column 4 lines 64-67.]

3. The Applicants' Reply

Claims 31 and 43 depend from claims 28 and 40, respectively, and therefore include all the limitations of their respective base claims. Therefore, applicants respectfully submit that claims 31 and 43 are not rendered obvious by Perkowski in combination with Sloane because neither Perkowski nor Smolen, alone or in combination, teach or suggest all the limitations of respective base claims 28 and 40. Therefore, applicants respectfully submit that the examiner has not made out proper *prima facie* rejections of claims 31 and 43 under 35 USC 103(a). Therefore, applicants respectfully submit that the rejections of claims 31 and 43 under 35 USC 103(a) as being obvious over Perkowski in view of Smolen are improper and should be reversed.

Further, applicants respectfully submit that the examiner has not provided proper reasoning explaining why one of ordinary skill in the art at the time of the invention would have found a motivation or suggestion to combine the teachings of Smolen with the the teachings of Perkowski to obtain the subject matter of claims 31 and 43, absent impermissible hindsight. For this additional reason, therefore, applicants respectfully submit that the examiner has not made out proper *prima facie* rejections of claims 31 and 43 under 35 USC 103(a). Therefore, applicants respectfully submit that the rejections of claims 31 and 43 under 35 USC 103(a) as

being obvious over Perkowski in view of Smolen are improper and should be reversed.

X. **37 CFR 41.37(d) - Non-compliant Brief**

This brief is in compliance with 37 CFR 41.37(c). Accordingly, this subsection is inapplicable.

Respectfully Submitted.

3/22/2005
Date

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31518

PATENT TRADEMARK OFFICE

XI. 37 CFR 41.37(c)(1)(viii) - Claims appendix**Claims On Appeal**

24. A computer network implemented method, comprising the steps of:
transmitting from a consumer computer over the Internet to a Web site of a manufacturer
a request for manufacturer incentives to purchase one of a product and a service offered by said
manufacturer;

in response to said request for manufacturer incentives, transmitting region data from said
Web site of said manufacturer over the Internet to a remote Web site;

in response to receipt of region data at said manufacturer's Web site, transmitting from
said remote Web site to said Web site of said manufacturer at least one manufacturer incentive
and at least one name and address of a retailer; and

transmitting from said Web site of said manufacturer over the Internet to said consumer
computer said at least one manufacturer incentive and said at least one name and address.

25. The method according to claim 24, wherein said step of transmitting from said
remote site further comprises transmitting a link to a Web site of said retailer.

26. The method according to claim 24, further comprising the step of determining said at
least one manufacturer's incentive and said at least one name and address of a retailer by
querying, using said region data, a database from a server of said remote Web site.

27. The method according to claim 24, further comprising the steps of:
transmitting from said consumer computer to said Web site of said manufacturer selection
data indicating selection of said at least one manufacturer incentive;

transmitting from said Web site of said manufacturer to said remote site said selection
data;

transmitting from said remote site to said Web site of said manufacturer details of the
selected at least one manufacturer incentive; and

transmitting from said Web site of said manufacturer to said consumer computer said details.

28. A computer network implemented method, comprising the steps of:

transmitting from a consumer computer over the Internet to a Web site of a retailer a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer;

in response to receipt of said request at said Web site of said retailer, transmitting said request from said Web site of said retailer over the Internet to a remote Web site;

in response to receipt of said request at said remote site, transmitting from said remote site over the Internet to said Web site of said retailer a list of manufacturer incentives; and

in response to receipt of said manufacturers incentives at said Web site of said retailer, transmitting over the Internet to said consumer computer said list of manufacturers incentives.

29. The method according to claim 28, further comprising the steps of:

transmitting a user identification from said Web site of said retailer over the Internet to said remote Web site in association with said request; and

determining manufacturer's incentives to transmit from said remote Web site to said Web site of said retailer based upon said user identification.

30. The method according to claim 28, further comprising the step of transmitting from the consumer computer over the Internet to the Web site of the retailer region data.

31. The method according to claim 30, wherein said region data is postal code data.

32-35. (Canceled)

36. A computer network implemented system, comprising:

means for transmitting from a consumer computer over the Internet to a Web site of a manufacturer a request for manufacturer incentives to purchase one of a product and a service offered by said manufacturer;

means for, in response to said request for manufacturer incentives, transmitting region data from said Web site of said manufacturer over the Internet to a remote Web site;

means for, in response to receipt of region data at said manufacturer's Web site, transmitting from said remote Web site to said Web site of said manufacturer at least one manufacturer incentive and at least one name and address of a retailer; and

means for transmitting from said Web site of said manufacturer over the Internet to said consumer computer said at least one manufacturer incentive and said at least one name and address.

37. The system according to claim 36, wherein said means for transmitting from said remote site said list further comprises means for transmitting a link to a Web site of said retailer.

38. The system according to claim 36, further comprising means for determining said at least one manufacturer's incentive and said at least one name and address of a retailer by querying, using said region data, a database from a server of said remote Web site.

39. The system according to claim 36, further comprising:

means for transmitting from said consumer computer to said Web site of said manufacturer selection data indicating selection of said at least one manufacturer incentive;

means for transmitting from said Web site of said manufacturer to said remote site said selection data;

means for transmitting from said remote site to said Web site of said manufacturer details of the selected at least one manufacturer incentive; and

means for transmitting from said Web site of said manufacturer to said consumer computer said details.

40. A computer network implemented system, comprising:

means for transmitting from a consumer computer over the Internet to a Web site of a retailer a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer;

means for, in response to receipt of said request at said Web site of said retailer, transmitting said request from said Web site of said retailer over the Internet to a remote Web site;

means for, in response to receipt of said request at said remote site, transmitting from said remote site over the Internet to said Web site of said retailer a list of manufacturer incentives; and

means for, in response to receipt of said manufacturers incentives at said Web site of said retailer, transmitting over the Internet to said consumer computer said list of manufacturers incentives.

41. The system according to claim 40, further comprising:

means for transmitting a user identification from said Web site of said retailer over the Internet to said remote Web site in association with said request; and

means for determining manufacturer's incentives to transmit from said remote Web site to said Web site of said retailer based upon said user identification.

42. The system according to claim 40, further comprising means for transmitting from the consumer computer over the Internet to the Web site of the retailer region data.

43. The system according to claim 42, wherein said region data is postal code data.

44-47. (Canceled)

48. A computer program product for implementing on a network a method, comprising the steps of:

in response to receiving at a Web site of a manufacturer a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer transmitted from a consumer computer over the Internet, transmitting region data from a Web site of said manufacturer over the Internet to a remote Web site;

in response to receipt of region data at said manufacturer's Web site, transmitting from said remote Web site to said Web site of said manufacturer at least one manufacturer incentive and at least one name and address of a retailer; and

transmitting from said Web site of said manufacturer over the Internet to said consumer computer said at least one manufacturer incentive and said at least one name and address.

49. A computer program product for performing a computer network implemented method, comprising the steps of:

in response to receipt of a request for manufacturer incentives to purchase one of a product and a service offered by a manufacturer transmitted from a consumer computer over the Internet to a Web site of a retailer, transmitting said request from said Web site of said retailer over the Internet to a remote Web site;

in response to receipt of said request at said remote site, transmitting from said remote site over the Internet to said Web site of said retailer a list of manufacturer incentives; and

in response to receipt of said manufacturers incentives at said Web site of said retailer, transmitting over the Internet to said consumer computer said list of manufacturers incentives.

50. A computer implemented method comprising performing transactions involving multiple separate entities, including

transmission from a consumer to a retailer website,

transmission from the retailer website to a remote website, and

transmission from the remote website to the retailer website, of a list of manufacturer incentives.

51. A system comprising structure for performing transactions involving multiple separate entities, including:

means for transmitting from a consumer to a retailer website,

means for transmitting from the retailer website to a remote website, and

means for transmitting from the remote website to the retailer website, of a list of manufacturer incentives.

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